

ORDER



Orders	Order / Rev:	163931
	Alt Order #:	06285704
	Product Desc:	RESTORE OUR FUTURE
	Estimate:	1933
	Flight Dates:	08/21/12 - 08/27/12
	Original Date / Rev:	08/17/12 / 08/17/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Mentzer Media Services
	Buying Contact:	Elise Cloyd
	Billing Contact:	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Restore Our Future
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	31	\$43,800.00	\$37,230.00
08/27/12	08/27/12	5	\$5,500.00	\$4,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$43,800.00	\$37,230.00	0.00
September 2012	5	\$5,500.00	\$4,675.00	0.00
Totals	36	\$49,300.00	\$41,905.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

Matthew Norten	Start Of Order - End Of Order	100%
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Order Share	Share	Total
WDJT-TV-LP	29%	\$49,300.00
Market	100%	\$170,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$56,100.00
WITI	19%	\$32,300.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	19%	\$32,300.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/21/12	08/24/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	4	\$500.00	P-1	0.00	NM	4	\$2,000.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-TWTF--		4		\$500.00			0.00			
E 2	WDJT	08/21/12	08/24/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00

WDJT-TV-LP

